



ADMINISTRATION POLICY

TITLE: LED Sign Usage Policy		POLICY #: A-02-2022
Authority: Council	Effective Date: January 11, 2022 Review Date: July 11, 2024	
Issued By: Chief Administrative Officer Issued Date: January 11, 2022	Approved By: Council Approved Date: January 10, 2022 Resolution #: R-2022-06	

PURPOSE: To establish procedures for the use of the Village of Ashcroft's Light Emitting Diode (LED) sign

POLICY:

The purpose of this sign is to provide government and community information to the residents and ratepayers of and visitors to the Village of Ashcroft by displaying events, functions and celebrations that serve to inform and enrich the Village of Ashcroft as a whole.

1. Requests for message display shall be submitted to the Municipal Office for the approval of the Chief Administrative Officer or designate. Message requests not meeting the parameters of this policy shall require approval of Council.
2. Paid advertising shall not be accepted.
3. Promoting a Business event shall not be accepted.
4. Information to be displayed may include but is not limited to:
 - a) **Government Messages (Municipal, Provincial, Federal)**
(ie: Fire Bans, Proclamations, Tax Notices, Waste Management Notices, Council, Committee, Water Restrictions, etc.)
 - b) **Community Events, Functions, Celebrations and Appreciation**
(ie: Sponsored by the Village of Ashcroft, Not for Profit Club/Society/Group, Minor Sports Club, School, Youth/Senior Events etc.)
5. Political and partisan messages shall not be accepted.
6. The Village of Ashcroft reserves the right to determine message priority, display time, display order and wording (ie: word order, appropriate short forms).
7. The Village of Ashcroft reserves the right to remove messages for events held on a regular basis (ie: regular weekly/monthly events) if the message board becomes overcrowded.
8. The Village of Ashcroft reserves the right to limit the LED sign to no more than six (6) scrolling announcements at any time that will scroll at six (6) to eight (8) second intervals.
9. The Village of Ashcroft requires a minimum of three (3) business days' notice prior to posting messages on the LED sign.
10. The Village of Ashcroft makes every effort to ensure accuracy of posted information; however, the Village does not accept responsibility for inaccuracies supplied by third parties.